

PRESS RELEASE

Delta Generali Insurance Policies in branches of Banca Intesa

Belgrade (26 September 2007) – Due to cooperation with partner company Delta Generali Insurance, Banca Intesa will be the first bank on the domestic market to offer its clients insurance products such as household insurance, full car insurance, life insurance with long-term loans and savings life insurance in its branches along with various loan products.

Considering that some policies, such as flat insurance, are necessary to be granted a mortgage loan, clients will be able to secure a policy as well as more favourable loan conditions at one place – the Bank's branches, without the necessity to visit the insurance company, and with significant time saving and easy procedure.

Delta Generali Insurance policies available in branches of Banca Intesa:

1. Delta Generali full insurance for motor vehicles

- with car purchase loan, protection of vehicles in case of damage or theft, as a substitute for a guarantor on the occasion of loan approval

2. Delta Generali household insurance

- insurance from elementary risks and additional risk of water leakage from installations, necessary to realize mortgage loans

3. Delta Generali Credit Life

- financial protection of family, life insurance with long-term loans, more favourable loan conditions (lower insurance premium with NMIC)

4. Delta Generali Providence

- long standing savings life insurance, independently from the loan, also for citizens who are not clients of the bank

“Following the world trends, in the moment when conditions are made for banks in Serbia to perform the operations of insurance representation, with a wish to offer an even higher service quality, Banca Intesa is the first bank on the domestic market to initiate the sale of various insurance products. This is only the initial phase, so presently banking insurance service is available for our clients in 50 branches across Serbia. However, in the next period, we are planning to provide this service through our entire network comprised of 160 branches, as well as to widen the range of insurance products”, said on the occasion Ms Danijela Tomašević, Director of Retail and Small Business Operations Sector in Banca Intesa.

Through cooperation with Delta Generali Insurance, Banca Intesa clients will be provided with a faster and simpler access to contracting insurance policies. Along with time saving and common offer, banking insurance system developed in this way will enable the clients to invest their funds in various financial products.

“Life insurance has been recognized in Western Europe as a long-term investment and integral part of various portfolio (stock shares, bonds, savings) of every person who saves. Bank employee represents a natural advisor for all persons

who attempt to increase their savings, therefore banking insurance became important in Europe and will also become an important sale channel in Serbia”, emphasized Mr Diego de Gennaro, Deputy General Manager of Delta Generali Insurance.

Besides standard forms of investment, like investing in bank savings, introduction of a new form of investment through banking insurance – savings through insurance will enable clients, according to their own preferences and wishes, to select how much they want to invest and in which one of the various financial products offered by the bank and thus optimize their savings.

By adding insurance services to its offer, the bank provides a wider range of services to its clients, whereas insurance companies through the network of the Bank’s branches get a more developed distribution network and become more accessible to a larger number of clients.

Banks as the selling channel of life insurances have a significant role in a number of west European countries. In Spain up to 73% of total life insurance policies are sold through channels of banking insurance. In France and Italy that percentage exceeds 60%, whereas more than half life insurance policies in Belgium are contracted at the banks’ counters.

Banking insurance trend is becoming more popular in countries of Central and Eastern Europe as well. In Poland, this year it is expected that the banking insurance premium reaches 12, in Romania approximately 11 and in Croatia more than EUR 8 million.

In countries of Central and East Europe, such as the Czech Republic, Slovenia, Ukraine, Poland and Romania, Generali Group has a well-developed sale of financial products through banks.

Banca Intesa and Generali Group successfully cooperate in banking insurance in Croatia, Hungary, Slovenia and as of now in Serbia as well.